

Message Text

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FM SECSTATE WASHDC
TO AMCONSUL AMSTERDAM PRIORITY
AMEMBASSY LONDON PRIORITY
AMEMBASSY PARIS PRIORITY
AMEMBASSY STOCKHOLM PRIORITY
AMCONSUL SYDNEY PRIORITY
AMEMBASSY TAIPEI PRIORITY
AMEMBASSY TOKYO PRIORITY
AMEMBASSY VIENNA PRIORITY
AMCONSUL ZURICH PRIORITY
INFO AMCONSUL BARCELONA
AMEMBASSY MADRID
AMEMBASSY BONN
AMEMBASSY CANBERRA
AMEMBASSY BERN
AMEMBASSY OSLO
AMEMBASSY HELSINKI
AMEMBASSY COPENHAGEN
AMEMBASSY BRUSSELS
AMCONSUL MILAN
AMEMBASSY THE HAGUE
AMCONSUL ZAGREB
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AMEMBASSY BELGRADE
USIA WASHDC

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PASS TO USTC DIRECTOR/ECONOMIC-COMMERICAL OFFICER/USIS-PAO

E.O. 11652: NA

TAGS: BEXP, XG, XU

SUBJECT: "UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE"
(U.S.H.U.S.); A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT
SAMPLES

BACKGROUND: THE OFFICE OF INTERNATIONAL MARKETING (OIM)
PILOT VIDEO/CATALOG EXHIBITION (V/CE), "MACHINE TOOLS
U.S.A.", WAS PRESENTED LAST OCTOBER AT U.S. TRADE CENTERS
IN SINGAPORE, SYDNEY AND TAIPEI. IN TEN SHOW DAYS THE
EXPORT PROMOTION TECHNIQUE GENERATED 2,600 SALES LEADS,
PRODUCED HUNDREDS OF REP FIND INQUIRIES AND ATTRACTED
1,100 PROSPECT/VISITORS. (SEE PAGE 22, "COMMERCE AMERICA"
DATED DEC. 6). THE APPARENT SUCCESS AND PROGRAMMING
IMPLICATIONS OF THE V/CE FORMAT LEADS OIM TO FURTHER
INVESTIGATION OF EXPORT PROMOTION APPLICATIONS IN VIDEO
TAPE PRODUCT PRESENTATIONS MELDED WITH CREATIVE ADAPTATIONS
OF OTHER PROVEN OIM TECHNIQUES. TO THIS END WE PROPOSE THE
SUBJECT "U.S.H.U.S.", A WORLD WIDE VIDEO/CATALOG EXHIBITION
WITH HOUSEWARE PRODUCT SAMPLES FOR THREE DAYS OF PROGRAMM-
ING AT YOUR TRADE CENTER OR OFF-SITE EMBASSY/CONSULATE
EXHIBIT LOCATION BEGINNING SEPTEMBER 19, 1977.

FOR PARIS AND TOKYO: SELECT EITHER SEPT. 19 OR 26 FOR
OPENING.

CONCEPT: OIM'S EXPERIENCE OVER THE LAST FIVE YEARS IN
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PROMOTING U.S. CONSUMER GOODS ABROAD HAS POINTED OUT THE
STRONG DEMAND FOR U.S. HOUSEWARES. RESEARCH
HAS SHOWN THAT AMERICAN GOODS ARE INDEED COMPETITIVE AND
SOUGHT AFTER AND CAN BE SOLD IN ADDRESSEE MARKETS IF
EFFECTIVE EXPOSURE IS AVAILABLE TO THE PROPER FOREIGN
HOUSEWARES BUYER. THE EXPOSURE PROGRAM MUST BE NOT
ONLY EFFECTIVE BUT ALSO AT AN AFFORDABLE COST TO APPEAL
TO THE SPECIAL PROMOTIONALLY ORIENTED PROFILE OF THE SMALL
TO MEDIUM SIZED U.S. HOUSEWARES MANUFACTURERS. THE
PRESIDENT AND FIFTEEN MEMBER BOARD OF DIRECTORS OF THE
U.S. NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION
RECENTLY VOICED THEIR COMPLETE AND ACTIVE ENDORSEMENT FOR
THE FOLLOWING COMMERCE-CONCEIVED AND SPONSORED "U.S.
HOUSEWARES UNIVERSAL SHOWCASE".

THE TECHNIQUE: THE "U.S.H.U.S." IS A MELD OF SOUND AND
COLOR VIDEO TAPE RECORDING OF NEW HOUSEWARE PRODUCT PRESEN-
TATIONS, PRODUCT SAMPLES AND FULL-LINE CATALOGS. IT WILL
BE COMPILED BY VIDEO TAPING A MAXIMUM 3-MINUTE SINGLE
PRODUCT PRESENTATION FROM A MAXIMUM OF SIXTY PRE-RECRUITED
HOUSEWARE EXHIBITORS FROM AMONG THE OVER 1,500 U.S.
EXHIBITING FIRMS AT THE JULY 11-14, 1977 N.H.M.A.
SPONSORED SHOW IN CHICAGO'S MCCORMICK PLACE. THESE SIXTY,
3-MINUTE DEMONSTRATION SEGMENTS AND A ONE-MINUTE EXHIBITION

VTR TITLE LEAD-IN WOULD BE MINIMALLY EDITED IN A NEWSREEL METHOD, DUBBED ONTO 1/2 INCH REEL OR 3/4 INCH VTR CASSETTE MODE IN THE STANDARD 525 LINE U.S. SYSTEM AND AIR FORWARDED TO YOUR ATTENTION NLT AUGUST 10, 1977. EACH SELECTED ADDRESSEE POST WOULD CONDUCT AN INTENSE PROMOTION CAMPAIGN TO ATTRACT KEY HOUSEWARE BUYERS, PROSPECTIVE AGENTS, DEALERS AND DISTRIBUTORS TO VIEW VTR PRESENTATIONS, EXAMINE SAMPLE PRODUCTS AND FULL-LINE CATALOGS AND TO TAKE RESPONSIVE ACTION. THE GOALS OF THIS WORLD WIDE PROMOTION ARE TO (1) PROVIDE EACH EXHIBITING FIRM WITH A MAXIMUM OF VALID SALES LEADS; (2) LINK EXHIBITING U.S. FIRMS SEEKING AGENTS, DEALERS OR LICENSEES WITH BEST POSSIBLE

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FOREIGN CONTACTS; (3) EXPAND EXPORT EXPOSURE FOR SPECIFIC EXHIBITORS AND THE U.S. HOUSEWARES INDUSTRY IN GENERAL; (4) FOCUS U.S. INDUSTRY'S POSITIVE ATTENTION TO COMMERCE'S INNOVATIVE AND RESPONSIVE EXPORT PROMOTION CAPABILITIES; (5) ENCOURAGE MORE KEY FOREIGN HOUSEWARE BUYERS TO ATTEND FUTURE N.H.M.A. EXHIBITIONS IN THE UNITED STATES.

"U.S.H.U.S." MODULAR ELEMENTS PROVIDED TO EACH SHOWCASE LOCATION BY COMMERCE OR EXHIBITOR.

1. LEAD FEEDBACK SYSTEM - A UNIVERSAL "PRO-FORMA" ORDER FORM PRINTED BY COMMERCE FOR USE AT EACH OVERSEAS LOCATION.

2. A COMBINATION PROGRAM/INVITATION/CATALOG/PROMOTION PIECE DESIGNED FOR APPROPRIATE LOCAL MESSAGE/LANGUAGE IMPRINT.

3. COMPUTERIZED LIST OF FOREIGN HOUSEWARE BUYERS IN YOUR AREA WHO HAVE ATTENDED PAST U.S. HOUSEWARE SHOWS.

4. ONE SET OF FULL-LINE CATALOGS FOR EACH OF SIXTY EXHIBITORS BOUND IN INDIVIDUAL 9 BY 12, 3-RING RED, WHITE OR BLUE VINYL BINDERS.

5. FOUR, ONE-HOUR SOUND AND COLOR VIDEO TAPES EACH CONTAINING FIFTEEN PRODUCT PRESENTATIONS FOR SHOWING IN TWO MONITOR VIEWING AREAS.

6. ONE SAMPLE PRODUCT FROM EACH EXHIBITOR (SAME PRODUCT AS FEATURED ON VTR).

6A. (PROVIDED BY TRADE CENTER) EXISTING MERO EXHIBIT SYSTEMS FOR DISPLAY OF PRODUCT SAMPLES AND CATALOGS. (FOR ZURICH, VIENNA, AMSTERDAM, MERO OR OTHER SUITABLE

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SYSTEMS WILL BE OBTAINED).

7. SET OF SIXTY NUMBERS FOR EXHIBIT DISPLAY RELATING TO EXHIBITOR DESIGNATED NUMBER ON VTR AND IN CATALOG.

8. A "U.S.H.U.S." LOGO NEGATIVE FOR USE IN A VARIETY OF LOCAL PROMOTION ELEMENTS.

9. A COMMERCE PROGRAM COORDINATOR ADVANCE VISIT.

10. WIDE VARIETY OF PUBLICITY AND MARKETING MATERIALS FROM THE N.H.M.A. INCLUDING PHOTO BLOWUPS, PRESS RELEASES AND INDUSTRY INFORMATION.

11. A GENERAL PRICE INFORMATION CARD (8X10) FROM EACH EXHIBITOR FOR EACH LOCATION FOR AFFIXING ALONGSIDE PRODUCT SAMPLE AND CATALOGS.

FOR ACTION POSTS' INFORMATION, A VTR OF THE PROTOTYPE PRESENTATION TAPED AT JANUARY SHOW AND A SET OF SLIDES WITH AUDIO CASSETTE DESCRIBING THE V/CE PHYSICAL FORMAT USED IN THE "MACHINE TOOL" V/CE WILL BE AIR FORWARDED IN TWO WEEKS.

THE PLAN:

FEBRUARY--COMMERCE BEGINS RECRUITING FOR SIXTY U.S. PRODUCERS FROM THE TWELVE MAJOR HOUSEWARES CATEGORIES TO PARTICIPATE IN THE "U.S.H.U.S." (NEW PRODUCTS ONLY).

JUNE--COMPLETE RECRUITING. OIM REVIEWS AND APPROVES FINAL SHOOTING SCRIPTS. INSTRUCTS SIXTY EXHIBITORS TO SEND PRODUCT CATALOGS, PRICE CARD AND ONE PRODUCT SAMPLE FOR STATIC-DISPLAY TO EACH OF TEN SELECTED LOCATIONS.
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JULY 11-14--SOLIDIFY EXHIBITOR SHOOTING SCHEDULE FOR EARLY MORNING, LATE EVENING AND SHOW-TIME PRODUCTION. EXHIBIT CATALOG AND NUMBERS ARE AIR FORWARDED TO SHOWCASE LOCATIONS.

AUGUST 10--COMPLETE VTR EDITING AND DUPLICATING OF SIXTY, THREE-MINUTE PRODUCT PRESENTATIONS AND AIR FORWARD TO SHOWCASE LOCATIONS.

SEPTEMBER--POST REHEARSES PROGRAM BEFORE OPENING.

SEPTEMBER 19--"U.S. HOUSEWARES UNIVERSAL SHOWCASE" OPENS FOR THREE DAYS IN SHOWCASE LOCATIONS.

COST PER EXHIBITOR:

CONTRIBUTION FEE (PAYABLE TO THE U.S. DEPARTMENT OF COMMERCE) OF \$1,500 (INCLUDES COST OF VIDEO TAPE RECORDING, SOUND AND COLOR ON-SITE FILMING AT JULY HOUSEWARES SHOW, OVERSEAS PROMOTION, HOSPITALITY, EXHIBIT LOCATIONS, COMPLETE OVERSEAS STAGING AND LEAD FEEDBACK COSTS.

OVERSEAS COSTS:

BASED ON CLOSE PERSONAL OBSERVATION OF COSTS INCURRED AT EACH U.S. TRADE CENTER IN THE PILOT "MACHINE TOOL" V/CE, EACH U.S.T.C. LOCATION FOR THE "U.S.H.U.S." CAN MOUNT AN EFFECTIVE THREE-DAY EXHIBITION FOR APPROXIMATELY \$3,000, WHICH YOU WILL RECEIVE IN JUNE, 1977. (\$1,200 FOR MARKET PROMOTION AND STAFFING; \$500 FOR HOSPITALITY; \$1,300 FOR MAILING, LOCAL PRINTING, AND OTHER SERVICES). FUNDING FOR NON TRADE CENTER POSTS WOULD BE INCREASED APPROPRIATELY TO ALLOW FOR ADDITIONAL EXPENSES FOR SPACE RENTAL, ETC. WITH THE PAST AND CONTINUING COOPERATION OF U.S.I.A. AND U.S.I. S. OVERSEAS POSTS WE HOPE TO UTILIZE THEIR VIDEO MONITORS UNCLASSIFIED

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PLAYBACK RESOURCES, AND EXPERTISE IN THIS IMPORTANT EXPORT

EXPANSION PROGRAM. ADDITIONAL U.S.I.S. SUPPORT SHOULD BE A MATTER OF LOCAL DETERMINATION. U.S.I.S. OFFICERS IN SINGAPORE, SYDNEY AND TAIPEI WERE EXTREMELY PROFESSIONAL AND COOPERATIVE IN ASSISTING THE TRADE CENTERS IN THE PILOT V/CE.

ACTION REQUESTED:

A PROTOTYPE 3-MINUTE PRODUCT PRESENTATION VIDEO TAPED LIVE AT THE JANUARY HOUSEWARES SHOW PROVED SUCCESSFUL. AN ON-SITE SURVEY OF POTENTIAL EXHIBITOR REACTION TO THE PROPOSAL ALSO PROVED POSITIVE. ACTION POSTS ARE REQUESTED TO JOIN IN SUPPORTING THE FULL WORLD-WIDE PROGRAM AND TO RESERVE THE SEPTEMBER 19 (THE 26TH FOR TOKYO AND PARIS IF POSSIBLE) SHOW DATES AS OUTLINED ABOVE. KINDLY REPLY WITH POST'S COMMENTS BY FEBRUARY 12 TO FACILITATE SWIFT RECRUITMENT CAMPAIGN.

FOR BARCELONA AND BRUSSELS: SHOULD POSTS WISH TO STAGE PROGRAM ON EITHER DATE AS PART OF WORLD-WIDE PROMOTION, SEPARATE, ADDITIONAL FUNDS (APPROXIMATELY \$3,000) WOULD HAVE TO BE MADE AVAILABLE. PLEASE REPLY WITH YOUR INTEREST.

FOR ZAGREB: WOULD APPRECIATE POST'S CRITIQUE CONCERNING POSSIBLE ADAPTABILITY THIS TECHNIQUE TO FAIR ACTIVITY IN ZAGREB.

INFO POSTS ONLY: COMMERCE WOULD APPRECIATE HEARING YOUR

COMMENTS AND RECEIVING YOUR COOPERATION IN THIS WORLD-WIDE
EXPORT PROMOTION VENTURE.

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FOR SYDNEY AND TAIPEI: ITEM 9 ABOVE, USTC'S CONSIDERED
TO HAVE SUFFICIENT EXPERTISE TO MOUNT SHOWCASE WITHOUT
ADVANCE VISIT.
VANCE

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Message Attributes

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Disposition Approved on Date:
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Enclosure: n/a
Executive Order: 11652 NA
Errors: n/a
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TAGS: BEXP, XG, XU
To: AMSTERDAM LONDON MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3d4c1fbf-c288-dd11-92da-001cc4696bcc
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